



Employment Opportunities

EO-18-16
February 9, 2018

To: LeadingAge Wisconsin Members & Subscribers

From: Pam Walker, Executive Secretary
pwalker@LeadingAgeWI.org

Subject: Positions Available:
Chief Marketing & Communication Officer, Dousman
Director of Plant Operations, Manitowoc

“Employment Opportunities” (EO) is a job clearinghouse for non-profit organizations. A one-time listing in Positions Available for LeadingAge Wisconsin members/subscribers is \$50 for a direct reply and \$75 for a blind ad. The fee for non-members for a one-time listing in Positions Available is \$100 for a direct reply and \$125 for a blind ad. A one-time listing in Position Wanted is \$50 for a direct reply ad and \$75 for a blind ad. Blind ads for Position Wanted must be submitted with 10 copies of the applicant’s resume. Submit copy, not to exceed 150 words in length, with the appropriate remittance to the LeadingAge Wisconsin office. **Employment Opportunities are now included in our bi-weekly *e-News* newsletter. Employment Opportunities must be submitted by close of business Friday prior to the week of the ad posting.** Ads submitted also are displayed on the LeadingAge Wisconsin web site which can be found at www.leadingagewi.org/employment-opportunities.

Position(s) Available:

EO-PA-353 Chief Marketing and Communication Officer (CMCO)

Position Summary:

Develop and execute strategies which promote interest in our campus services to the community, as well as to the Masonic Fraternity and related organizations. Coordinate the marketing, communication and public relations functions. CMCO will develop a strategic communications plan to advance brand identity. CMCO oversees development of marketing collateral materials including website and social media. CMCO is responsible for all internal and external communication. CMCO will utilize the full-spectrum of traditional and innovative marketing channels, including digital, mobile, and social media. CMCO provides creative, collateral/publications and mailing for the Development/Fundraising Department. CMCO provides guidance and direction to the Marketing Team. The CMCO has accountability to the President/CEO.

Professional Qualifications:

- **Minimum education:** Bachelor's degree from an accredited college or university, Business, Marketing, Communications or related field. Advanced degree preferred.
- **Experience:** Minimum of 5 years of professional marketing and communication experience. Must have demonstrated successful development and implementation of marketing and marketing communication plans. Extensive knowledge and experience involving executive-level communications, media relations, electronic and print publications, community outreach, social and news media, issues management, website content management, and public speaking.
- **Requirements:** Good problem solving and organizational skills. Must be able to work independently, collaboratively and diplomatically with others. Manage multiple tasks and timelines as well as problem-solve effectively and proactively. Superior verbal and written communication skills. Ability to develop meaningful relationships with direct reports, staff, management, fraternal relations, Board of Directors, residents and families. Creative thinking, persuasiveness, analytical abilities, strong sense of equity, good judgment, and good managerial skills required. Ability to develop and maintain positive public relations. Must enjoy working with a variety of people. Strong organizational skills to meet deadlines and coordinate multiple simultaneous activities with little direction. Ability to transport self and materials to various locations throughout the state on an occasional basis.
- **Computer proficiency:** Comfortable using a variety of technologies on an everyday basis. Strong experience with Microsoft Office Suite, including Outlook, Word, Excel, and PowerPoint. Experienced with content management systems and databases. Strong understanding of social media platforms, email marketing platforms, and website management. Adobe Creative Suite experience is a plus.

TO LEARN MORE OR TO APPLY FOR THIS POSITION SEND RESUME AND COVER LETTER TO:

Kathy Bernaden, Chief Human Resources Officer
410 N. Main Street
Dousman, WI 53118
kbernaden@threepillars.org

EO-PA-354 Director of Plant Operations - Felician Village, on the beautiful shores of Lake Michigan, is seeking a key individual to join our management team. We are a CCRC with a total of 300 beds across our campus. Under the sponsorship of the Felician Sisters, you will join a team of professionals committed to continuing a 130 year tradition of providing exceptional care to our residents in an array of senior living environments.

Join an organization that has been voted BEST of the LAKESHORE eight consecutive years

This Full-Time Position Will be Responsible for the Following:

- Responsible to direct and supervise maintenance, housekeeping and laundry
- Ensure compliance to all building codes and applicable state/federal codes
- Develops and monitors operations and capital budget
- Oversee all necessary maintenance of the building, ground and equipment
- Oversees external vendors for building needs
- Assists with planning new construction or remodeling projects
- Investigate and problem solve equipment and mechanical failures

Qualified Candidates Must Meet the Following Qualifications:

- 3 - 5 years of related experience
- Certifications in facility or plant maintenance preferred but not required
- Working knowledge of refrigeration, electrical, plumbing and general construction
- Working knowledge of building, state/federal, and life safety codes
- Excellent problem solving skills
- Ability to make sound decisions and follow through on projects

Interested candidates should send a resume for confidential consideration to:

Felician Village: Director of Human Resources
mhillmer@felcianvillage.org
1635 S. 21st Street
Manitowoc, WI 54220